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the purpose of this special issue is to encourage and feature cutting-edge research on the conceptual and practical implications of consumer behavior within the changing marketplace for brands and branding. we are interested in insightful, impactful research on brands in terms of their meaning and relationship to and influence on consumer ...

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of consumer reward programs, consumers often sign up for ... miller 1944), and some of the modern research refers to it as the goal-looms-larger effect (brendl and higgins 1996; foster, higgins, and idson 1998). studies on this hypothesis ... goal. journal of consumer research.

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288 the journal of consumer research all "waiting time before seating" data and all item- ized statement data collected from the time the restau- rant opened for dinner (5 p.m.) to closing (approxi- mately 12:30 a.m.) were used in the analysis of each of the 16 nights of the experiment. this yielded a total of 1,392 customer groups.

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